

# Road Safety Authority - Ireland x FLiNE

Overview of the pilot plan

*FLiNE*



# THE FIRST CONNECTED AND INTERACTIVE BREATHALYZER



To drive or not to drive?



Waiting time before driving



Risky fine



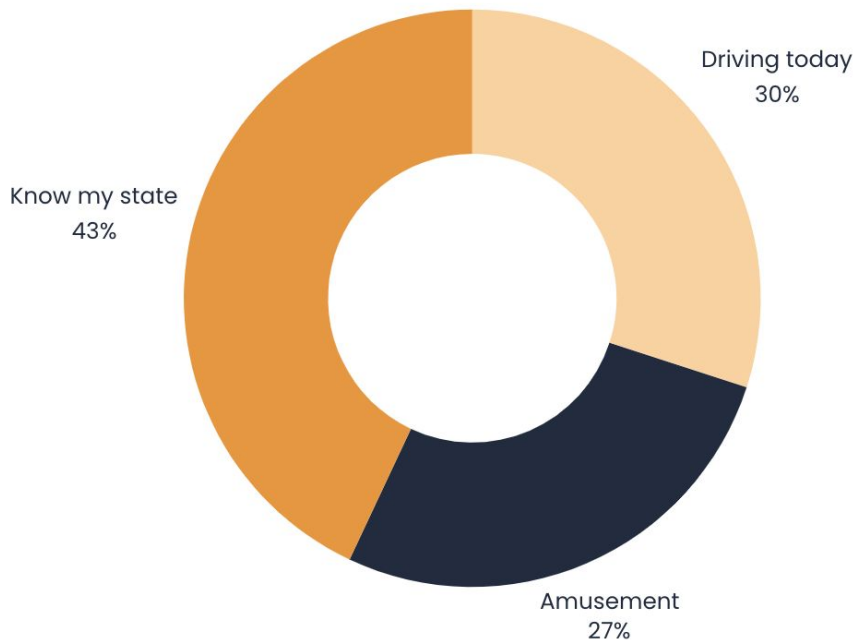
Alternatives to driving (bus, car sharing)

Reliable test (same alcohol sensor as police):

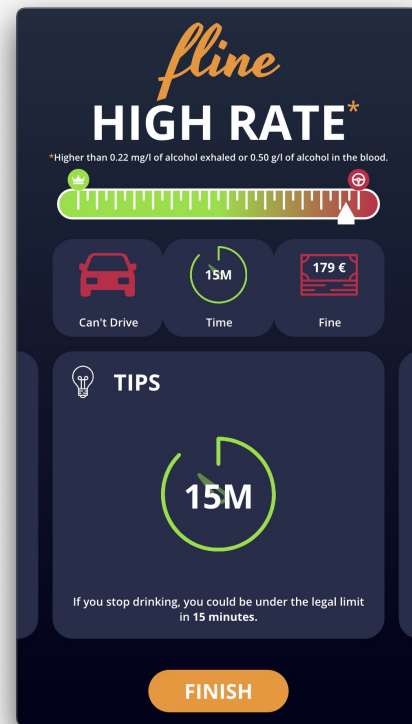
**Dräger**



## GENERAL STATEMENTS



Data extract Belgium (August 2024)



To prevent people from using the FlineBox as a game, we **limit the displayed rate** to the legal limit.

## KEY NUMBERS

### ◆ *Devices*

12 FlineBox - 6 months

### ◆ *Tests*

**24.941** tests done. An average of 2.000 tests per device.

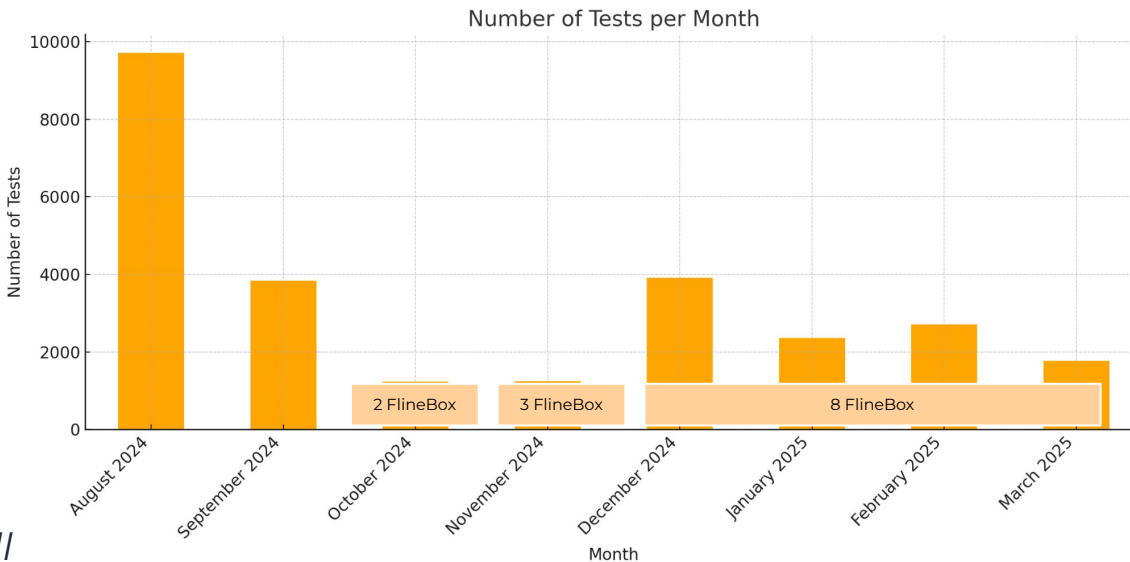
### ◆ *Survey*

**24.871** answers

*“Are you going to drive?”*

*“Do you drink your alcohol level will be above or below the limit ?”*

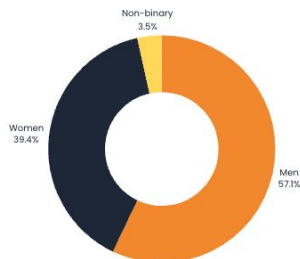
Number of tests over the months 



# DATA RESULTS - GLOBAL

n = 24.941

Gender distribution



Language distribution



People with a rate above 0 mg/L



42,4 %

People with a rate at 0 mg/L



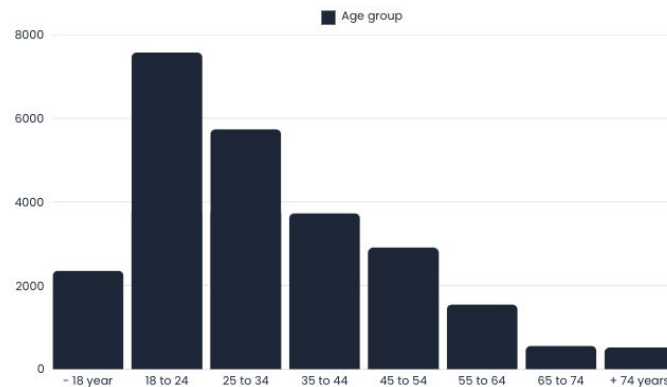
57,6 %

People exceeding the legal limit



21,9 %

Age distribution



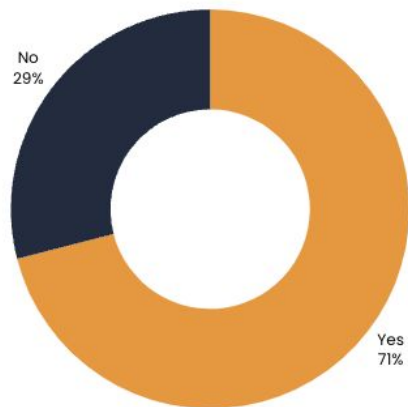
Average consumption by age group mg/L



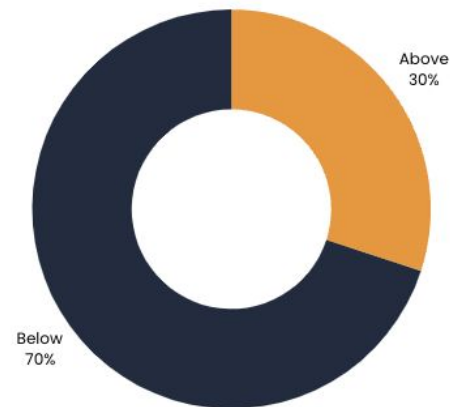
# DATA RESULTS - GLOBAL

n = 24.871

Are you going to drive ?



Do you think your alcohol level will be above or below the limit?



# DATA RESULTS - GLOBAL

n = 24.871

## Survey Analysis

- **63.90%** of people with an **alcohol test  $\geq 0.22$  mg/L** decided to drive.
- **44.77%** of people with an **alcohol test  $\geq 0.22$  mg/L** thought they were below the legal limit.
- **76.54%** of those who thought they were below but were actually above the limit said they would drive.

## Demographic Analysis

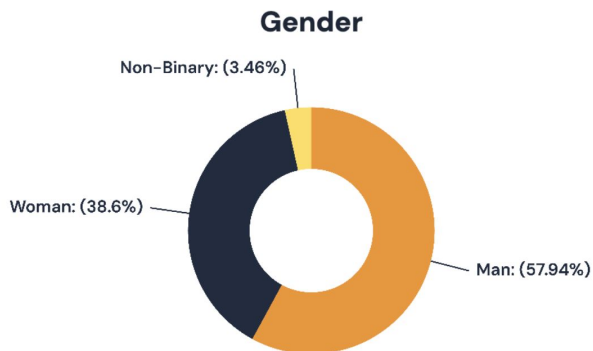
- **Most at-risk age group: 18-34 years old (53.37%).**
- **Men dominate risk behavior: 64.88%** of those who drove above the limit.
- **Target group for awareness: Men aged 18-34**, as they are the most likely to underestimate their level and decide to drive

These findings highlight a critical gap in alcohol awareness and self-assessment. A significant portion of drivers misjudge their alcohol levels, with young men aged 18-34 being the most at-risk group. The data proves that many individuals who believe they are below the legal limit are actually over it—and still decide to drive.

The **FlineBox** plays a crucial role in bridging this gap by providing **immediate and reliable feedback** on alcohol levels. By making alcohol testing accessible in high-risk environments, it empowers individuals to make **informed, responsible decisions** before getting behind the wheel.

# BROADHAVEN BAY HOTEL

18/10/2024 - 25/02/2025 - 3.005 TESTS



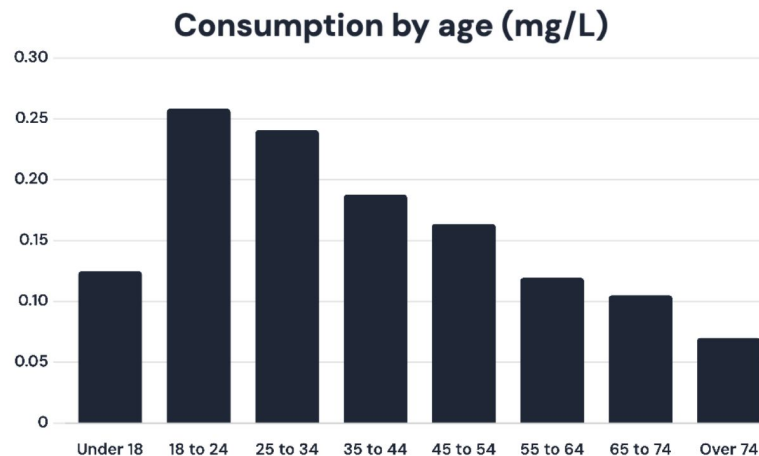
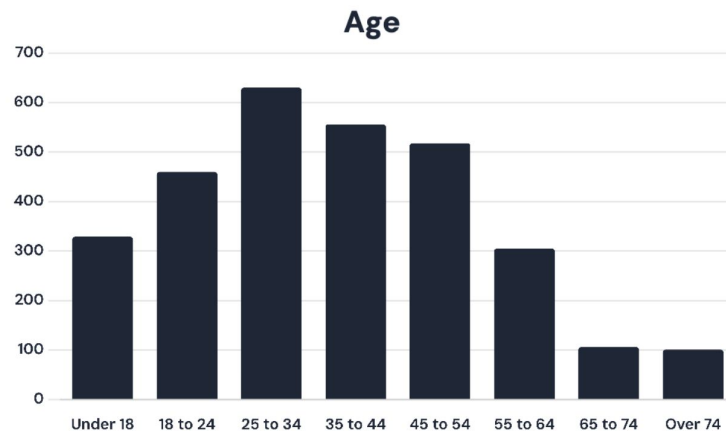
People with a rate above 0 mg/L



People with a rate at 0 mg/L



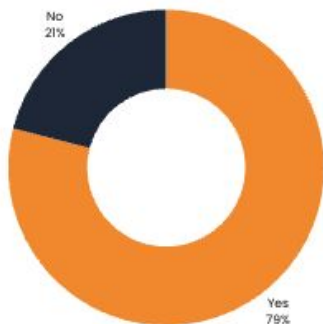
People exceeding the legal limit





## BROADHAVEN BAY HOTEL

Are you going to drive ?



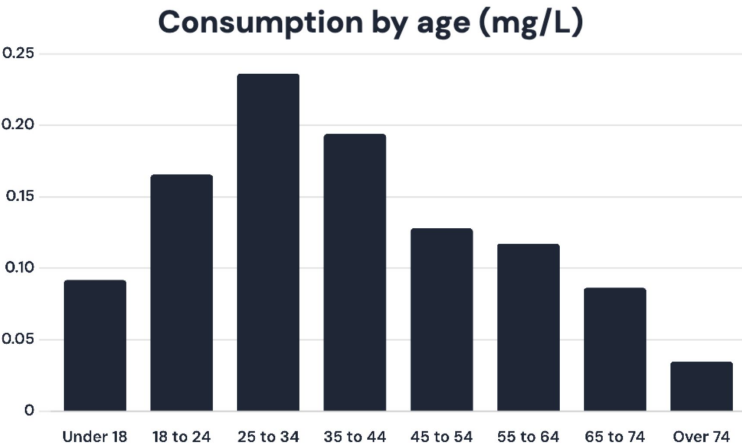
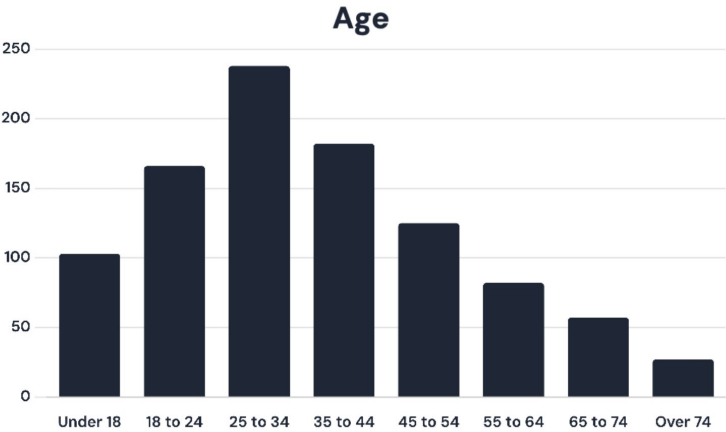
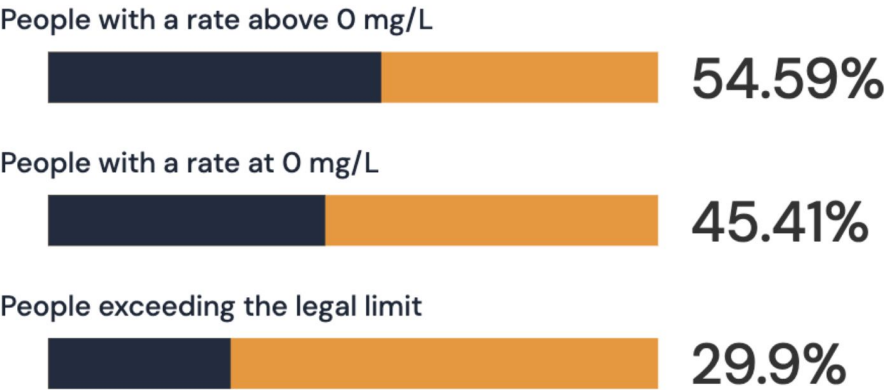
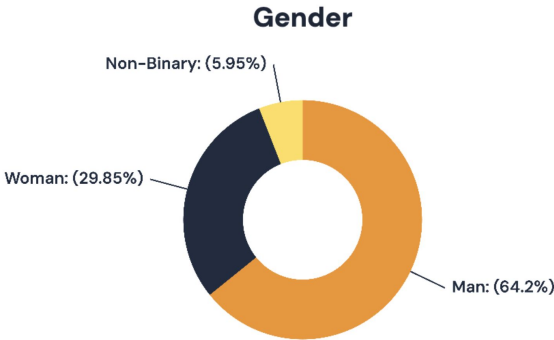
Do you think your alcohol level will be above or below the limit?



- % of drivers who exceeded the legal limit (0.22 mg/L): **40.98 %**
- % of people who had an alcohol level above 0.22 mg/L but thought they were below the legal limit: **47,94%**

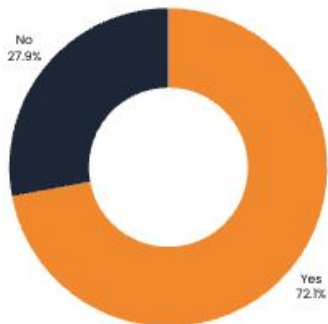
# CASTLE OAKS HOUSE HOTEL

4/12/2024 - 25/02/2025 - 980 TESTS



## CASTLE OAKS HOUSE HOTEL

Are you going to drive ?



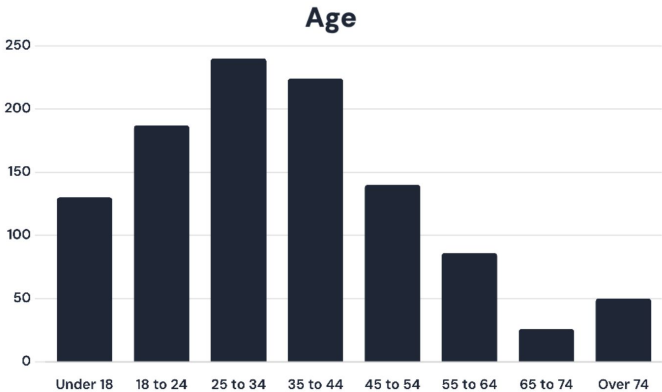
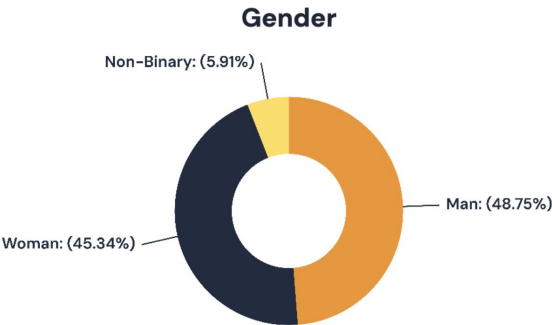
Do you think your alcohol level will be above or below the limit?



- % of drivers who exceeded the legal limit (0.22 mg/L): **39.97 %**
- % of people who had an alcohol level above 0.22 mg/L but thought they were below the legal limit: **41,34 %**

# CASTLETROY PARK HOTEL AND SUITES

3/12/2024 - 25/02/2025 - 1.083 TESTS



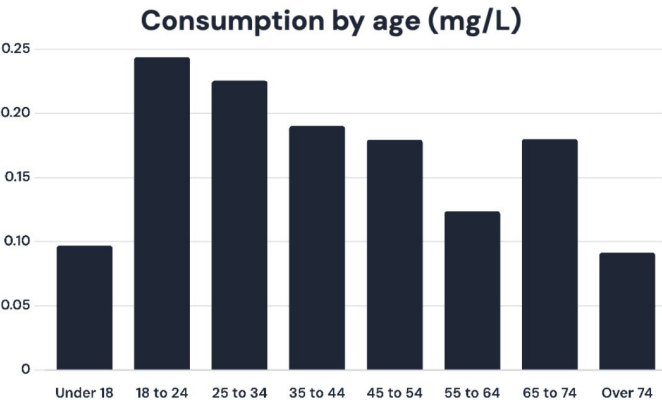
People with a rate above 0 mg/L



People with a rate at 0 mg/L

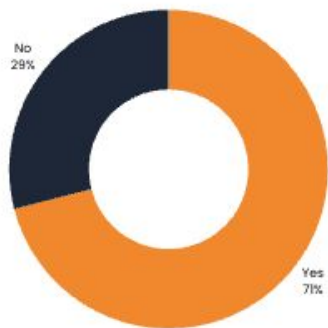


People exceeding the legal limit

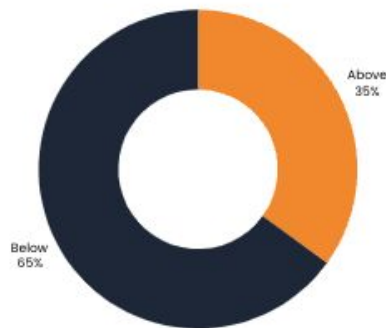


## CASTLETROY PARK HOTEL AND SUITES

Are you going to drive ?



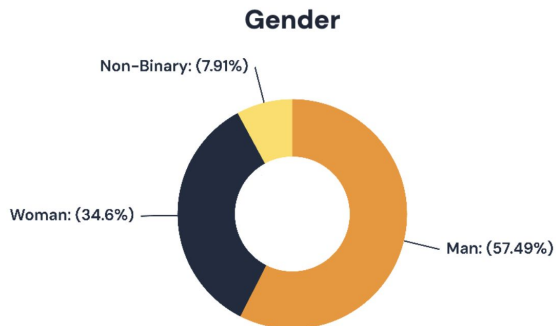
Do you think your alcohol level will be above or below the limit?



- % of drivers who exceeded the legal limit (0.22 mg/L): **42.13 %**
- % of people who had an alcohol level above 0.22 mg/L but thought they were below the legal limit: **46.60 %**

# CHARLEVILLE PARK HOTEL

3/12/2024 - 25/02/2025 - 948 TESTS



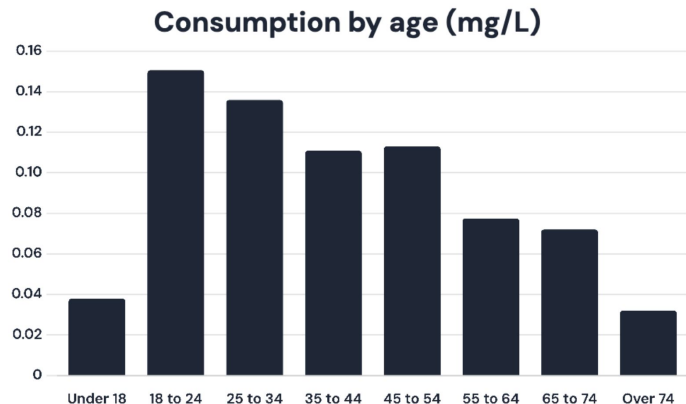
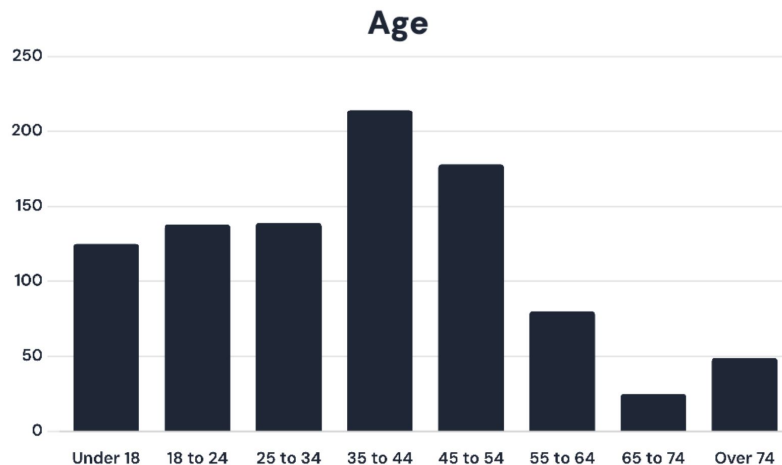
People with a rate above 0 mg/L



People with a rate at 0 mg/L

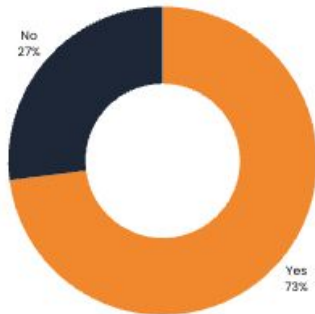


People exceeding the legal limit

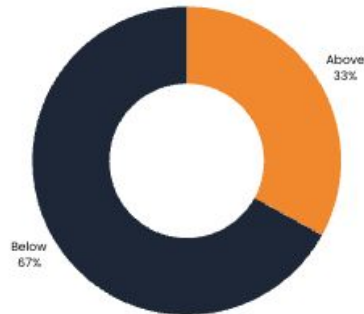


## CHARLEVILLE PARK HOTEL

Are you going to drive ?



Do you think your alcohol level will be above or below the limit?

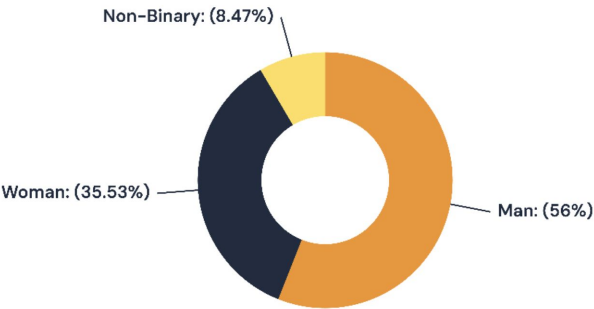


- % of drivers who exceeded the legal limit (0.22 mg/L): **25.11 %**
- % of people who had an alcohol level above 0.22 mg/L but thought they were below the legal limit: **52.02 %**

# THE COT AND COBBLE

24/10/2024 - 25/02/2025 - 850 TESTS

Gender



People with a rate above 0 mg/L



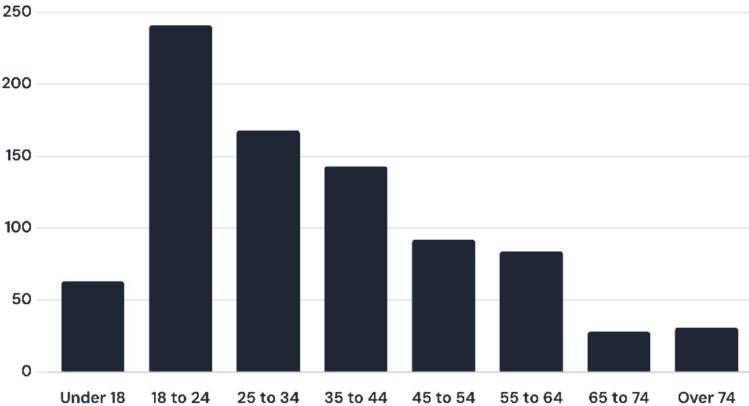
People with a rate at 0 mg/L



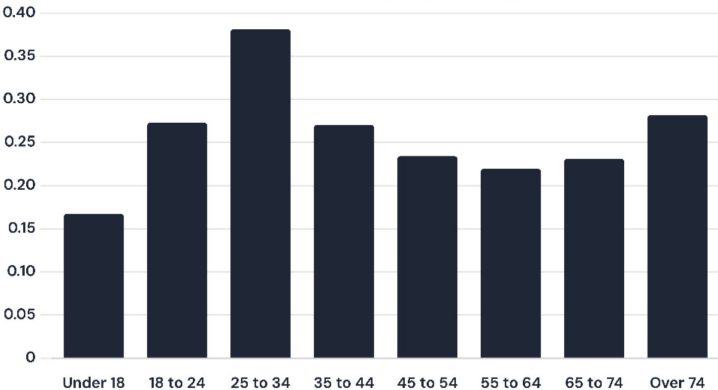
People exceeding the legal limit



Age



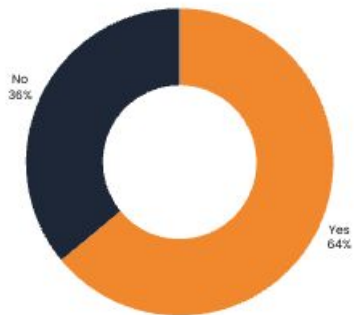
Consumption by age (mg/L)





## THE COT AND COBBLE

Are you going to drive ?



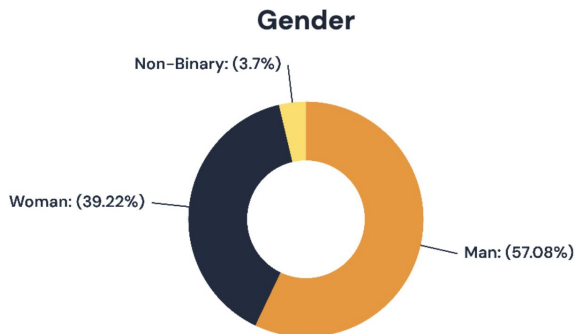
Do you think your alcohol level will be above or below the limit?



- % of drivers who exceeded the legal limit (0.22 mg/L): **47.12%**
- % of people who had an alcohol level above 0.22 mg/L but thought they were below the legal limit: **23.94%**

# THE KILLESBIN HOTEL

4/12/2024 - 25/02/2025 - 974 TESTS



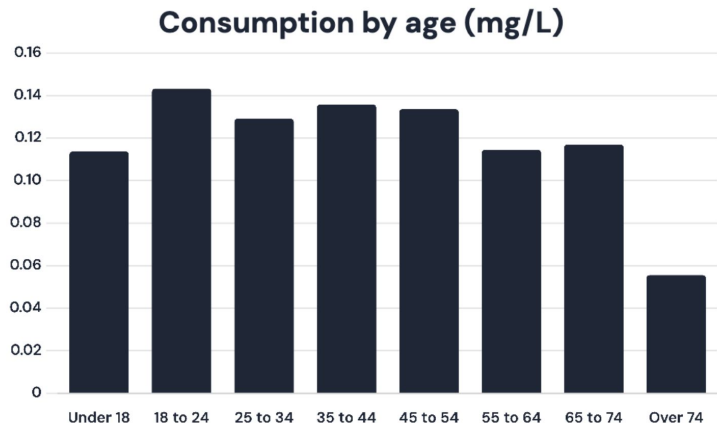
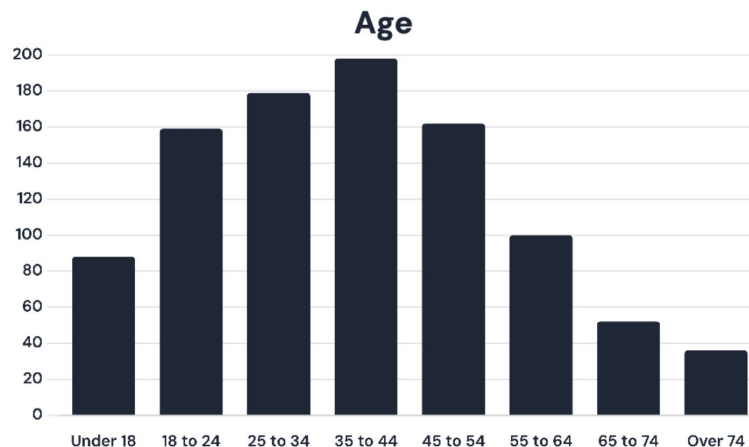
People with a rate above 0 mg/L



People with a rate at 0 mg/L

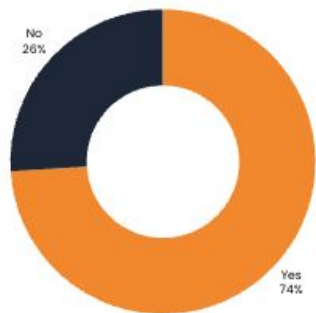


People exceeding the legal limit

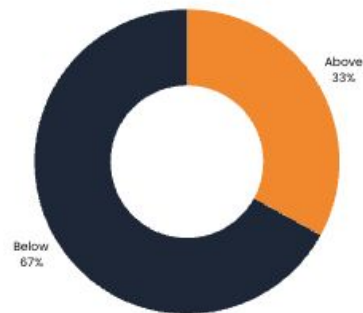


## THE KILLESBIN HOTEL

Are you going to drive ?



Do you think your alcohol level will be above or below the limit?

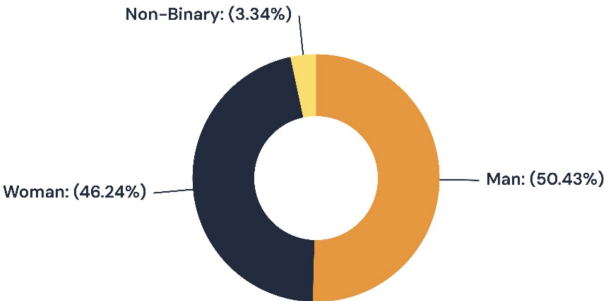


- % of drivers who exceeded the legal limit (0.22 mg/L): **20.47%**
- % of people who had an alcohol level above 0.22 mg/L but thought they were below the legal limit: **10.49 %**

# LOUGH REA HOTEL & SPA

14/11/2024 - 25/02/2025 - 2.338 TESTS

Gender



People with a rate above 0 mg/L



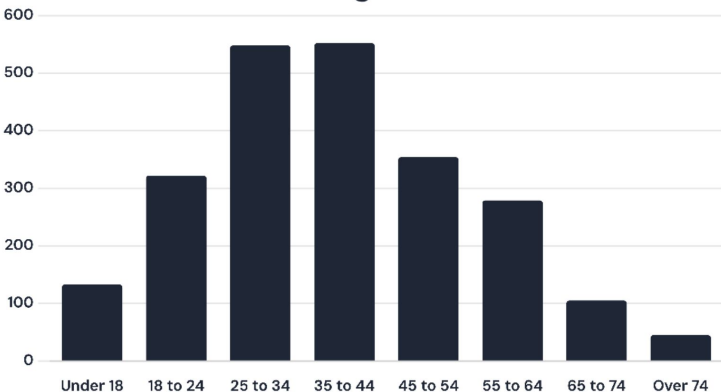
People with a rate at 0 mg/L



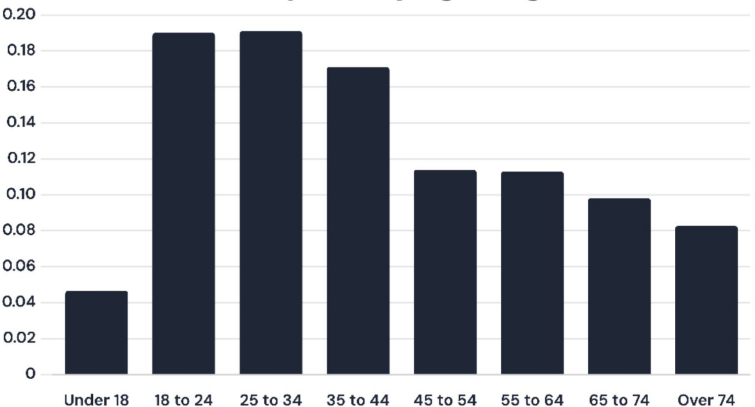
People exceeding the legal limit



Age

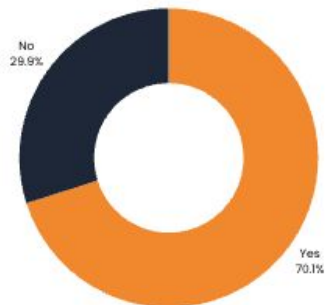


Consumption by age (mg/L)

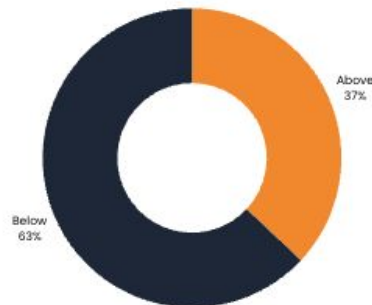


## LOUGH REA HOTEL & SPA

Are you going to drive ?



Do you think your alcohol level will be above or below the limit?

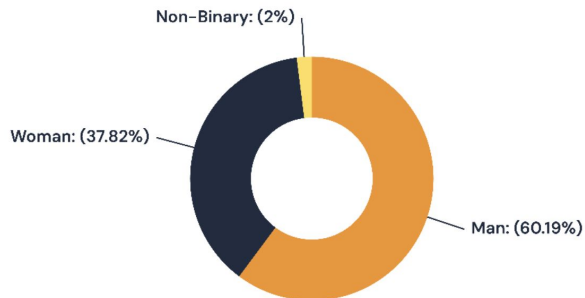


- % of drivers who exceeded the legal limit (0.22 mg/L): **24.79%**
- % of people who had an alcohol level above 0.22 mg/L but thought they were below the legal limit: **11.80 %**

# THE ATHLONE SPRINGS HOTEL

2/12/2024 - 25/02/2025 - 952 TESTS

Gender



People with a rate above 0 mg/L



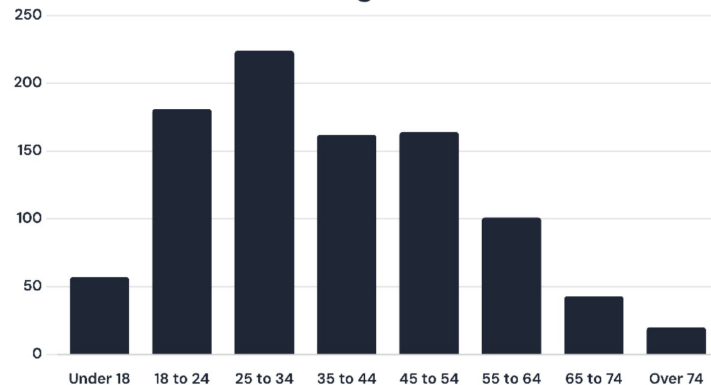
People with a rate at 0 mg/L



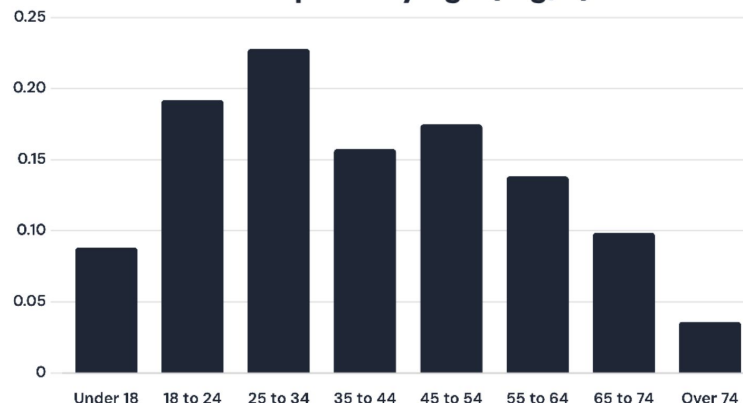
People exceeding the legal limit



Age

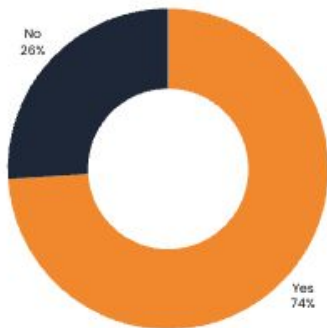


Consumption by age (mg/L)

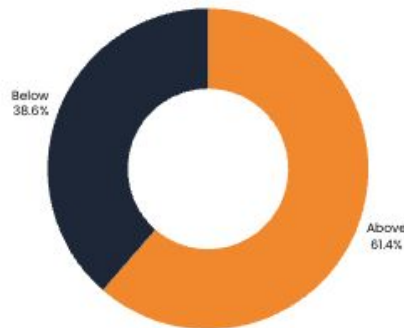


## THE ATHLONE SPRINGS HOTEL

Are you going to drive ?



Do you think your alcohol level will be above or below the limit?

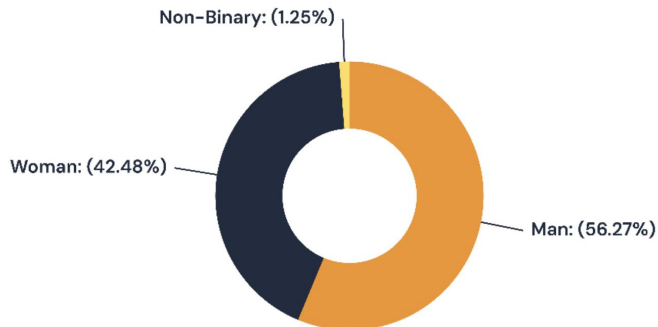


- % of drivers who exceeded the legal limit (0.22 mg/L): **28.41 %**
- % of people who had an alcohol level above 0.22 mg/L but thought they were below the legal limit: **12.50 %**

# ELECTRIC PICNIC FESTIVAL

16/08/2024 - 20/08/2024 - 9.703 TESTS

Gender



People with a rate above 0 mg/L



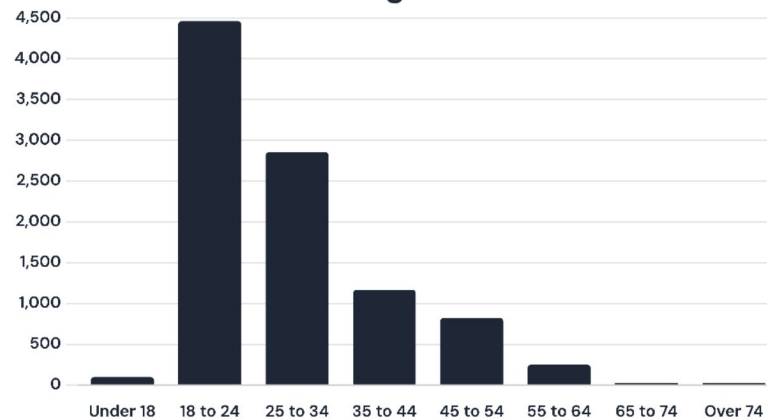
People with a rate at 0 mg/L



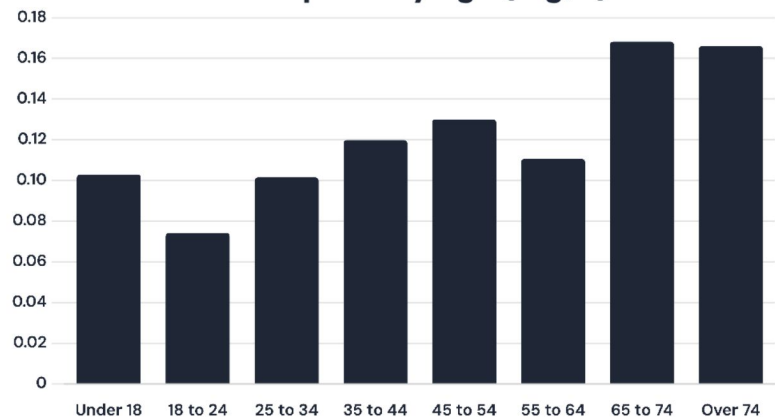
People exceeding the legal limit



Age



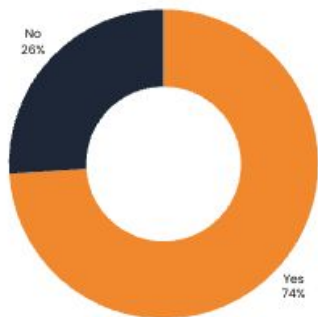
Consumption by age (mg/L)



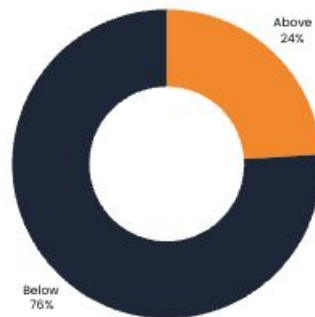


# ELECTRIC PICNIC FESTIVAL

Are you going to drive ?



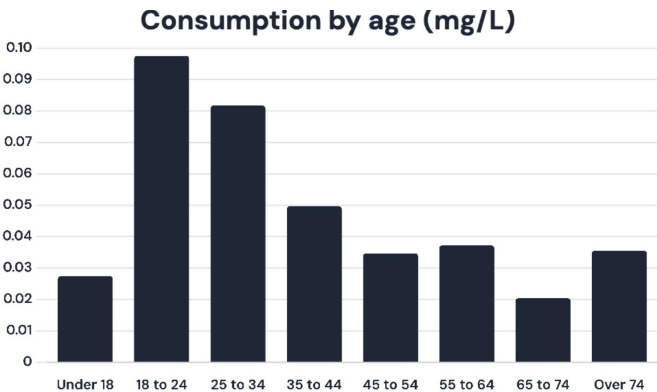
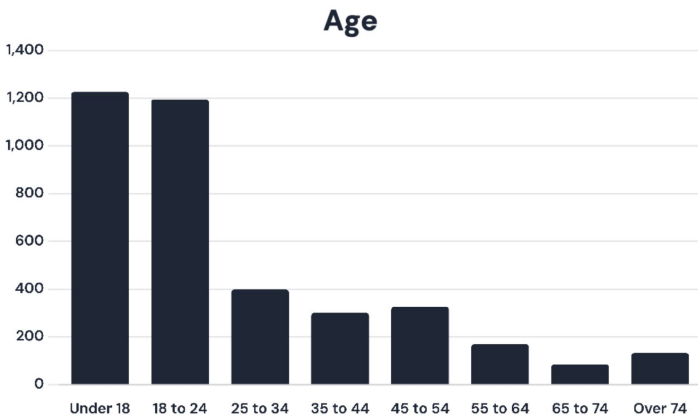
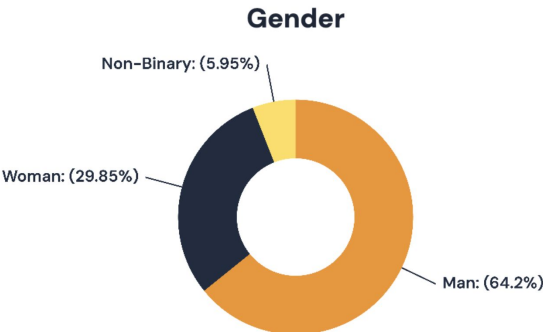
Do you think your alcohol level will be above or below the limit?



- % of drivers who exceeded the legal limit (0.22 mg/L): **22.59 %**
- % of people who had an alcohol level above 0.22 mg/L but thought they were below the limit: **38.30 %**

# NATIONAL PLOUGHING CHAMPIONSHIPS

12/09/2024 - 20/09/2024 - 3.832 TESTS

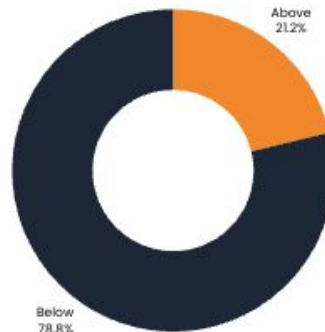


# NATIONAL PLOUGHING CHAMPIONSHIPS

Are you going to drive ?



Do you think your alcohol level will be above or below the limit?



- % of drivers who exceeded the legal limit (0.22 mg/L): **8.17 %**
- % of people who had an alcohol level above 0.22 mg/L but thought they were below the legal limit: **4.85 %**